



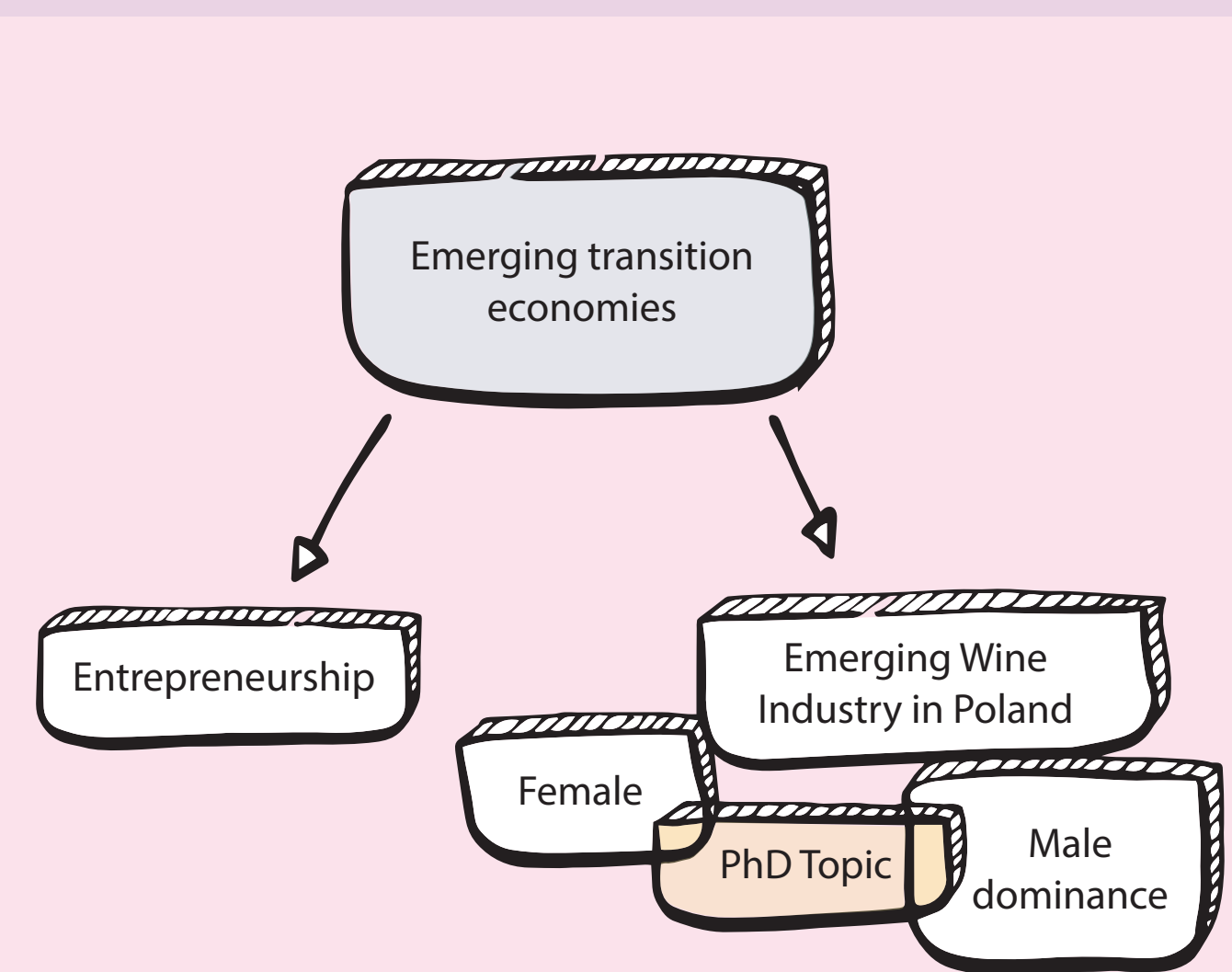
**Anna Smaga-Trzaskalska,**  
PhD Student in Management  
Kozminski University, Warsaw,  
POLAND



Tenth Annual AAWE Conference 2016, Bordeaux, FRANCE

# Women's Engagement in the Development of the Polish Wine Industry and their Business Roles in Wine Enterprises

## 1. Research context



Three important areas need to be researched in order to showcase the phenomena of women in the Polish wine industry:

1. Wine industry as traditionally and historically male-dominated sector of the economy
2. Female entrepreneurship in developing countries (after the collapse of communism regime)
3. Poland without any tradition in wine making – emerging wine market and Global Warming climate opportunity
4. Economic barriers for producing wine in Poland

## 2. Research Gap

- Women entrepreneurship in transition economies still under research
- Little known about Polish wine industry
- Only recent interest in female business roles in matured wine countries
- Lifestyle entrepreneurship in wine industry vs. hybrid entrepreneurship



## 3. Theoretical background

- Female entrepreneurship to female business roles (Bush 2010, Galbreath 2015)
- Male dominance in non-traditional industry (Anna, Chandler, Jansen, Mero 1999)
- Lifestyle and hybrid entrepreneurship (Folta, Delmar, Wennberg 2010)

Researcher	Country	% of women winemakers – research results
Gilbert A.G. & Gilbert, J.C. (2014) USA,	California State	14%
Benedetto, G. & Corinto, G.L. (2010)	Italy	33%
Galbreath, J (2015)	Australia	14%

Galbreath (2015) defined 4 top women business roles:

- women CEO
- women winemaker
- women viticulturist
- women marketer

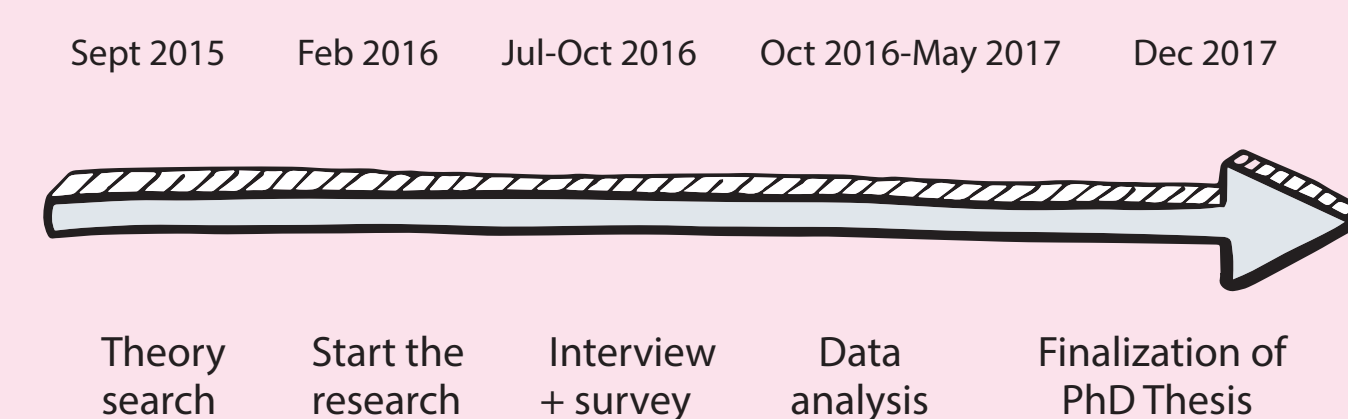
## 4. Methodology and research plan

The research is conducted on 103 wineries – all registered in ARR in 2015/2016.

### Multiple-case study:

- Collecting secondary data on Polish wine industry from websites, financial institutions, Government – National Statistical Office and ARR – Polish Rural Agency
- Obtaining secondary data on specific Polish wineries
- in-depth, non-structured interviews with open questions with all female owners of the wineries (24 women) and other women working in Polish wineries
- short email survey in the remaining 79 wineries about women business roles

### Research time plan:

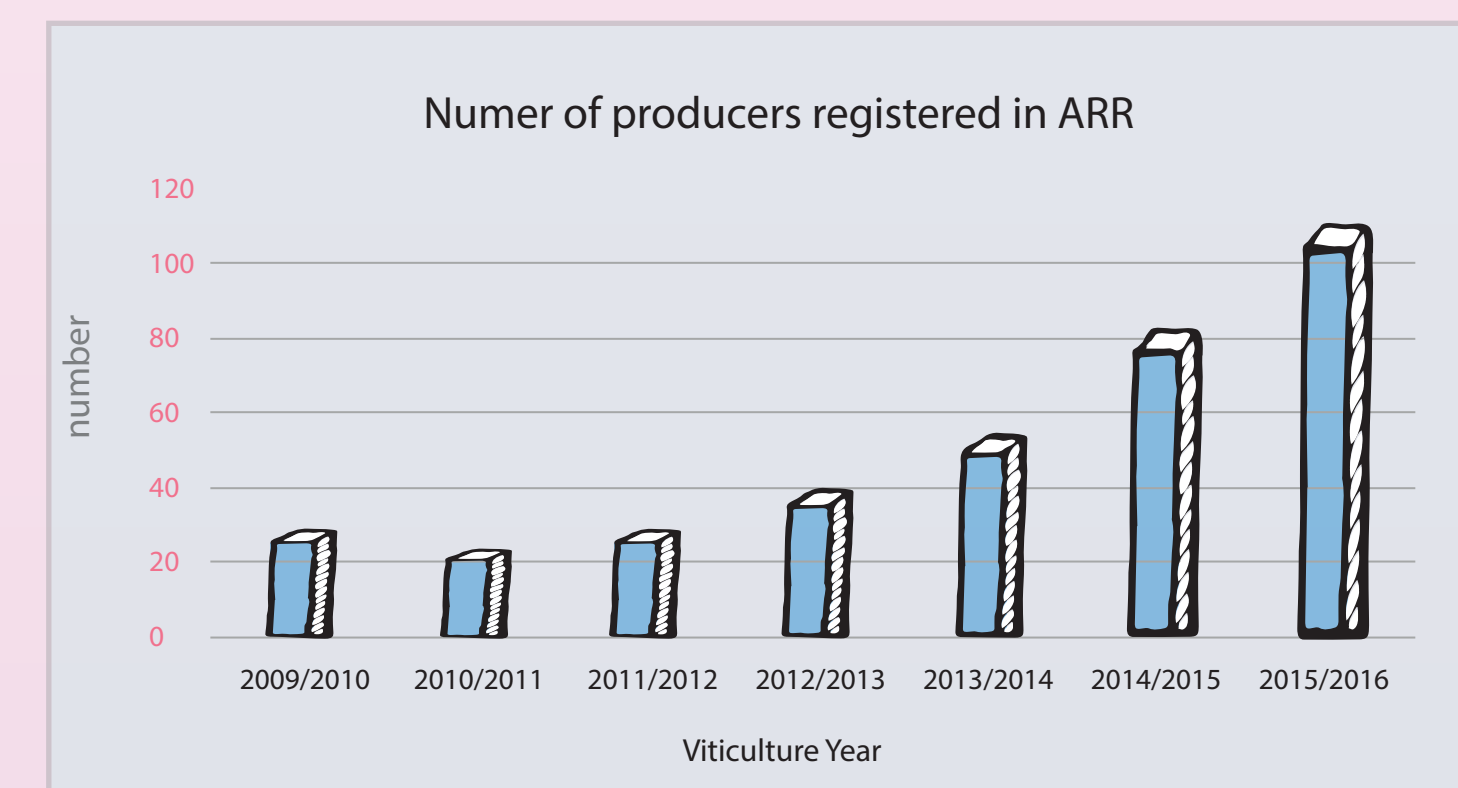


## 5. Research questions

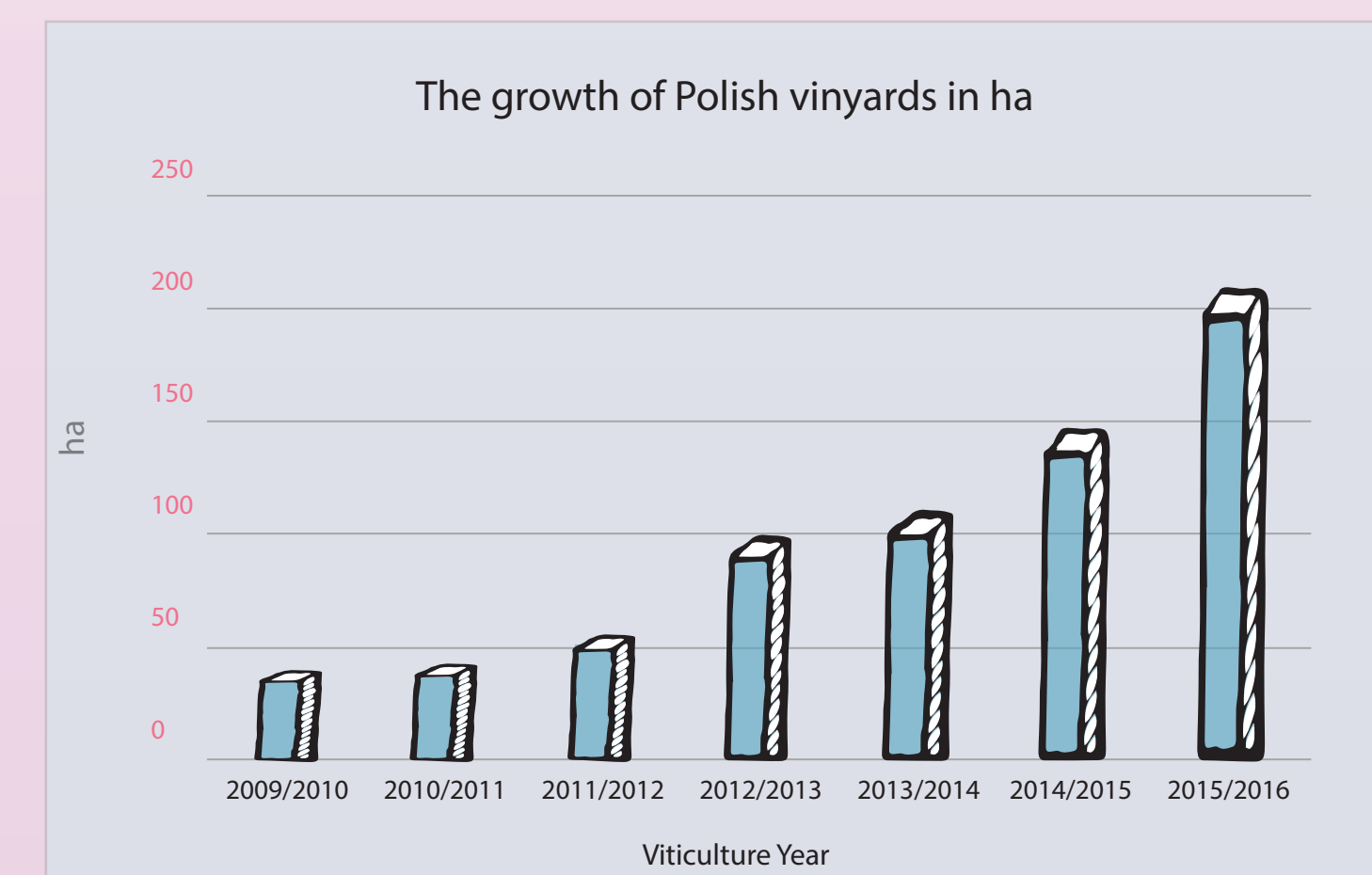
- Ownership vs. other business roles
- Motives for entrepreneurship in wine industry
- Business vs. lifestyle entrepreneurship
- Formal vs. hybrid entrepreneurship
- Formal vs. informal business roles

## 6. Initial Results

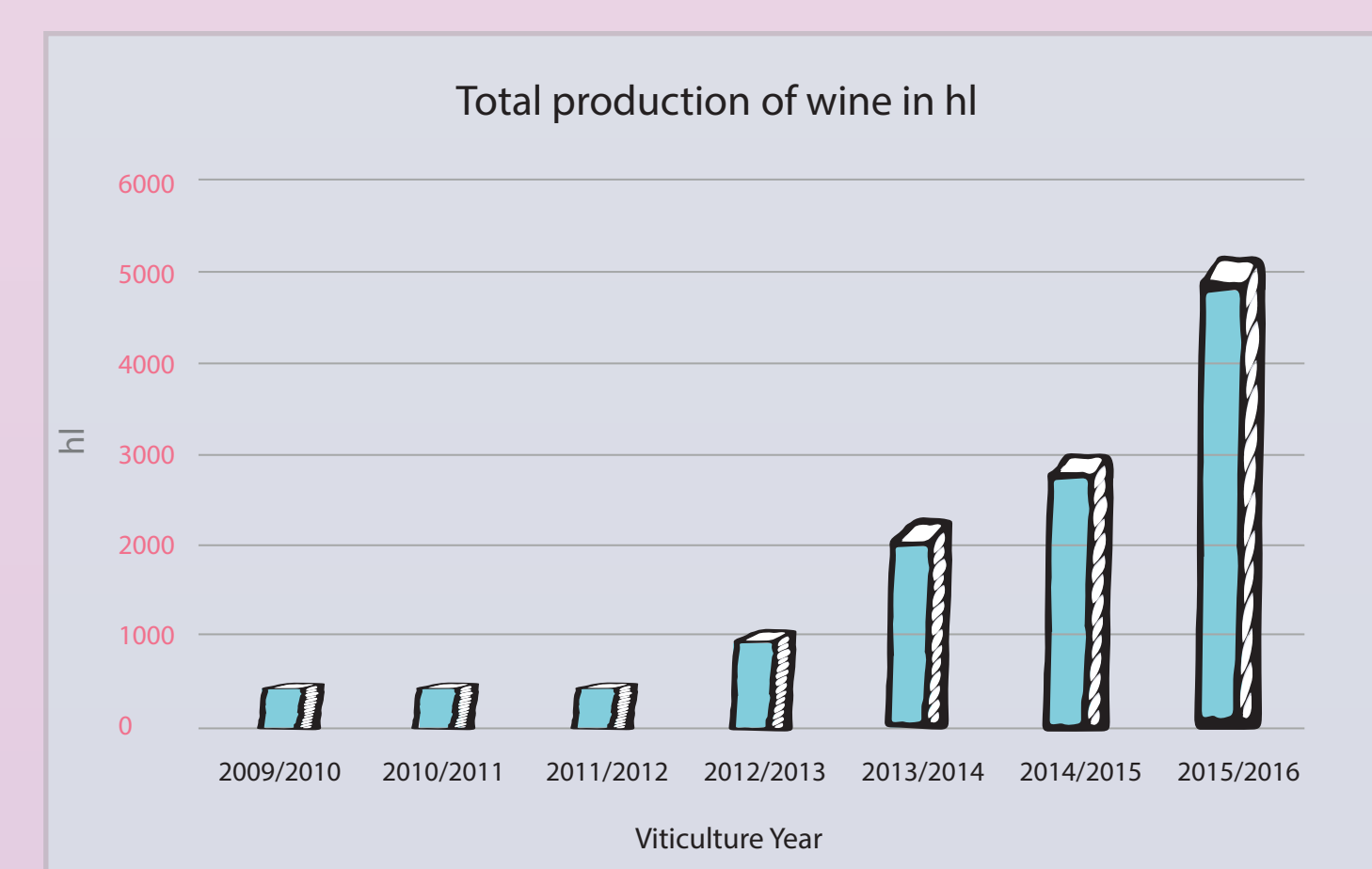
### .a. Industry..



Author's own interpretation according to National Rural Agency data



Author's own interpretation according to National Rural Agency data



Author's own interpretation according to National Rural Agency data

- o The Polish wine industry is still at the early stage of development.
- o Wine enthusiasts rather than business people run the majority of wineries.
- o Due to the climate change, new opportunities for viticulture arise.
- o The Polish law says that one can produce and sell wine only if it is registered in the Rural Market Agency (ARR). There are 16 administrative regions in Poland and in 13 there is at least one winery.

Most of the Sole-Proprietor business activities are run by families (husband-wife partnership) and most of the people are registered as farmers.

### Size of wineries:

48 wineries > 1ha,  
55 < 1 ha.

Almost all wineries (except 2) being legal partnerships have more than 3 ha of vineyards. Only 3 wineries (out of 24) run by sole proprietor women are bigger than 3 ha.

### b. Ownership

Forms of legal organizations of Polish wineries:

Type of company	Total number of companies	Women Ownership + business roles
Sole Proprietorship	91	24
Sp. Z o.o. (Limited liability company)	8	5 (2 CEOs, 2 Proxys, 1 member of the Board)
Sp. Z o.o. sp.k. (A form of Limited Liability partnership)	2	0
S.c. (Civil Law Partnership)	1	0
Sp.j. (Unlimited Partnership)	1	1
<b>TOTAL</b>	<b>103</b>	<b>30</b>

Author's own interpretation according to Research Engine provided by GUS (National Statistical Office)

- There is one winery owned by a Californian and 2 wineries owned by French people.
- Almost all wineries (except 2) being legal partnerships have more than 3 ha of vineyards. Only 3 wineries (out of 24) run by sole proprietors - women are bigger than 3 ha.

### c. Women engagement

There are 103 registered wineries in Poland:

- o 26% of Sole Proprietorship Wineries in Poland are owned by women.
- o 24 of them are 100% owned by women, which accounts for 23,3% of all registered wineries.
- o The remaining 73 wineries are run by men, mostly in husband-wife unofficial partnerships.

A new business role is going to be defined – **a wife of the winery owner.**



This type of role contributes to the company's performance. In Polish wineries work mainly male/female couples and they are responsible for all operations within the company. Winemaking, viticulture, marketing and administration roles are combined in one role – winery ownership. At this stage it is not known yet whether there are any other business roles defined by Galbreath (2015).

To conclude it is worth mentioning that this study is an exploratory research undertaken in the field of undeveloped academic theories.

To emphasize the importance of the study is the future contribution to the development of the Polish wine industry.

